

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Cypress Derm

\$1,021.26

\$788.91 -29.45%

Impressions
Cypress Derm

43,705

40,768 7.20%

Reach
Cypress Derm

18,661

27,231 -31.47%

Clicks (Link)
Cypress Derm

748

1,080 -30.74%

Leads
Cypress Derm

45

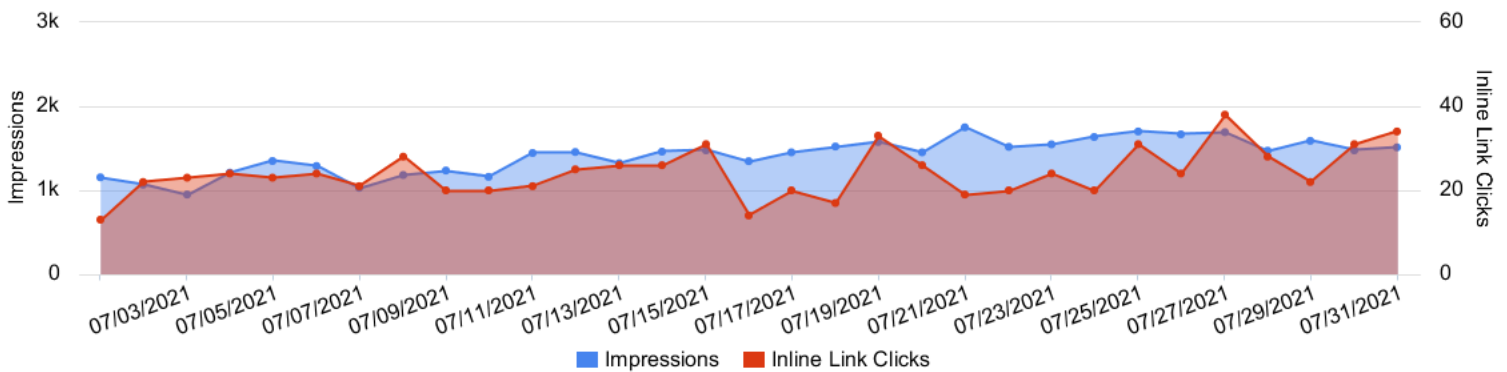
40 12.50%

Cost / Lead
Cypress Derm

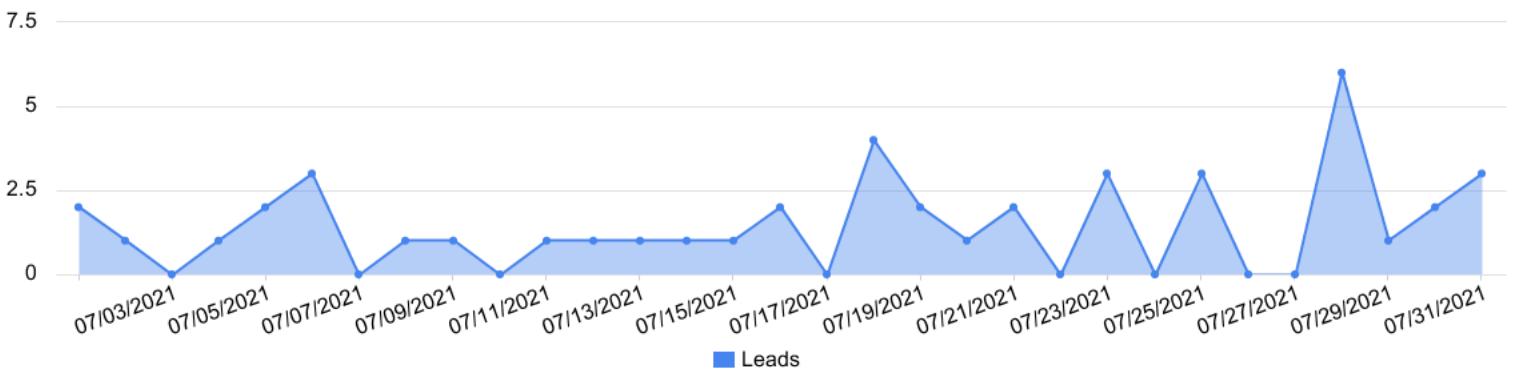
\$22.69

\$19.72 15.06%

Impressions vs Inline Link Clicks
Cypress Derm




Conversions by day
Cypress Derm




Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

 Overall Performance Summary
Cypress Dem

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,021.26	\$788.91	29.45%
Impressions	43,705	40,768	7.20%
Reach	18,661	27,231	-31.47%
Clicks	748	1,080	-30.74%
CTR	1.71%	2.65%	-35.39%
Frequency	2.34	1.5	56.44%
Leads	45	40	12.50%
Cost / Lead	\$22.69	\$19.72	15.06%

 Engagement Summary
Cypress Dem

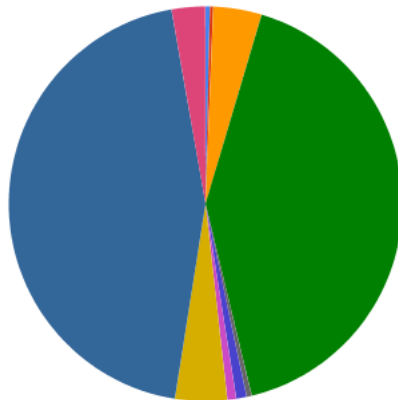
Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Page Likes	0	0	0.00%
Post Comments	4	6	-33.33%
Post Reactions	95	95	0.00%
Post Shares	22	13	69.23%

Placement Performance Summary

07/01/2021 - 07/31/2021

Reach Summary (by Placement)

Cypress Derm



- Audience Network - An Classic - Reach: 72 (0.37%)
- Audience Network - Rewarded Video - Reach: 52 (0.27%)
- Facebook - Facebook Stories - Reach: 776 (3.98%)
- Facebook - Feed - Reach: 8,124 (41.62%)
- Facebook - Instant Article - Reach: 80 (0.41%)
- Facebook - Instream Video - Reach: 168 (0.86%)
- Facebook - Marketplace - Reach: 144 (0.74%)
- Facebook - Video Feeds - Reach: 832 (4.26%)
- Instagram - Feed - Reach: 8,732 (44.73%)
- Instagram - Instagram Explore - Reach: 540 (2.77%)

Placement Performance (by Leads)

Cypress Derm

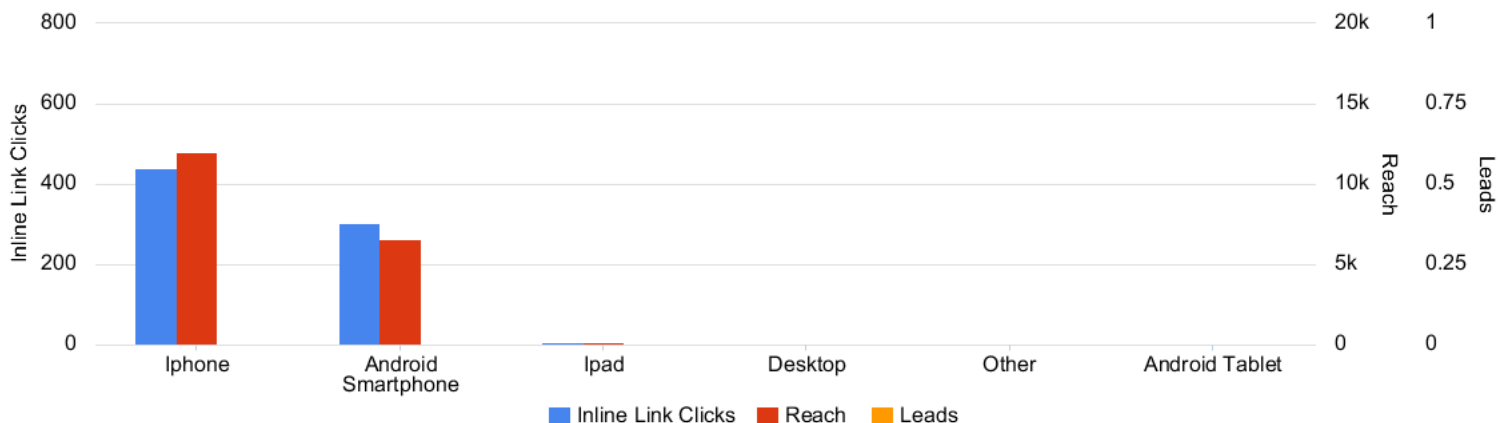
Account	Amount Spent	Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$1,021.26	748	43,705	18,661	2.34	3.46%	45	\$22.69
> Audience Network - An Classic	\$5.15	1	99	72	1.38	1.01%	0	\$0.00
> Audience Network - Rewarded Video	\$8.30	3	96	52	1.85	3.12%	0	\$0.00
> Facebook - Facebook Stories	\$37.93	27	1,362	776	1.76	2.35%	0	\$0.00
> Facebook - Feed	\$432.61	412	17,311	8,124	2.13	5.28%	0	\$0.00
> Facebook - Instant Article	\$1.61	5	91	80	1.14	4.40%	0	\$0.00
> Facebook - Instream Video	\$6.12	8	222	168	1.32	4.50%	0	\$0.00
> Facebook - Marketplace	\$8.66	8	367	144	2.55	2.18%	0	\$0.00
> Facebook - Video Feeds	\$23.45	24	1,268	832	1.52	2.52%	0	\$0.00
> Instagram - Feed	\$359.06	187	15,385	8,732	1.76	2.31%	0	\$0.00
> Instagram - Instagram Explore	\$7.40	6	685	540	1.27	2.48%	0	\$0.00
> Instagram - Instagram Stories	\$130.75	67	6,808	4,268	1.6	2.01%	0	\$0.00
> Messenger - Messenger Stories	\$0.22	0	11	11	1	0.00%	0	\$0.00
> Unknown - Unknown	\$0.00	0	0	0	0	--	0	\$0.00

Device Performance Summary

07/01/2021 - 07/31/2021

Device Performance Chart

Cypress Derm



Device Platform Performance

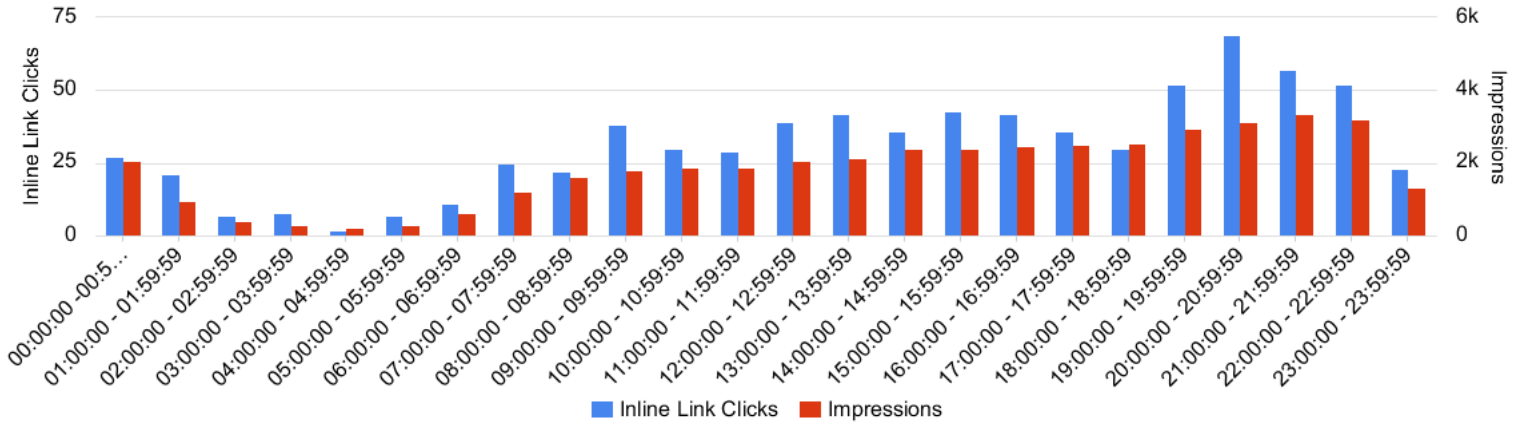
Cypress Derm

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Cypress Derm	\$1,021.26	43,705	748	3.46%	18,661	2.34	45
> Mobile App	\$1,009.38	43,363	745	3.46%	18,481	2.35	0
> Mobile Web	\$5.08	197	2	6.09%	148	1.33	0
> Desktop	\$6.80	145	1	1.38%	80	1.81	0
> Unknown	\$0.00	0	0	--	0	0	0

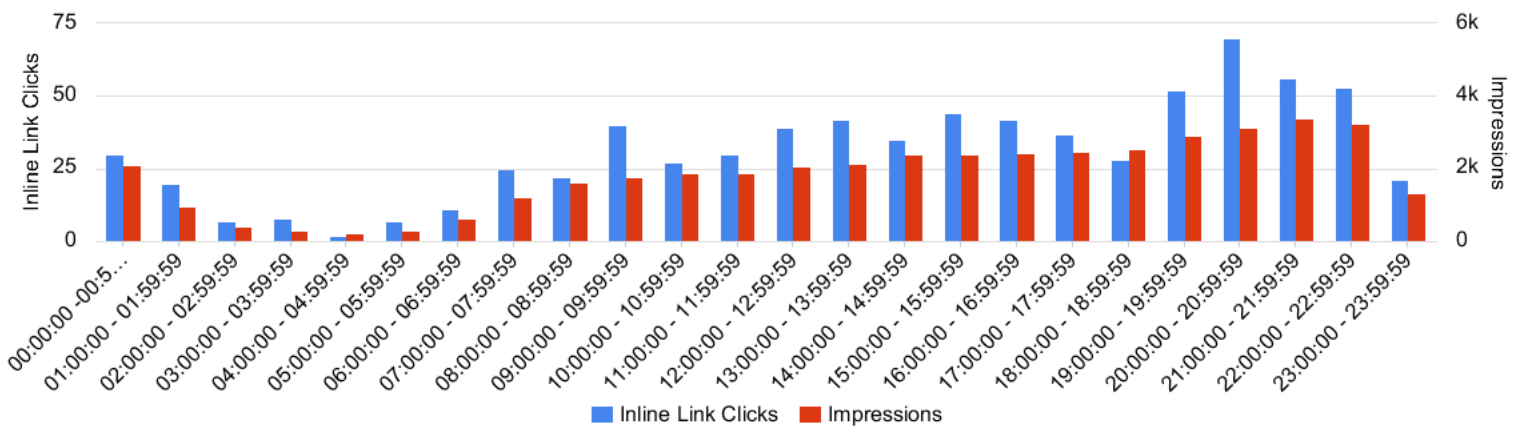
Schedule Performance

07/01/2021 - 07/31/2021

Time of Day (Viewer) Cypress Dem




Time of Day (Ad Account) Cypress Dem



Campaign Performance Summary (by Leads)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown
Cypress Derm

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting- Conversions	\$1,021.26	43,705	748	45	\$22.69
Total	\$1,021.26	43,705	748	45	\$22.69

Ad Set Performance Summary (by Leads)


07/01/2021 - 07/31/2021




 Top Performing Ad Sets
Cypress Derm

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interest Targeting - Women - Top 50% Income- Conversions	Coolsculpting- Conversions	\$1,021.26	43,705	748	45	\$22.69
	Total	\$1,021.26	43,705	748	45	\$22.69

Ad Performance Summary

07/01/2021 - 07/31/2021

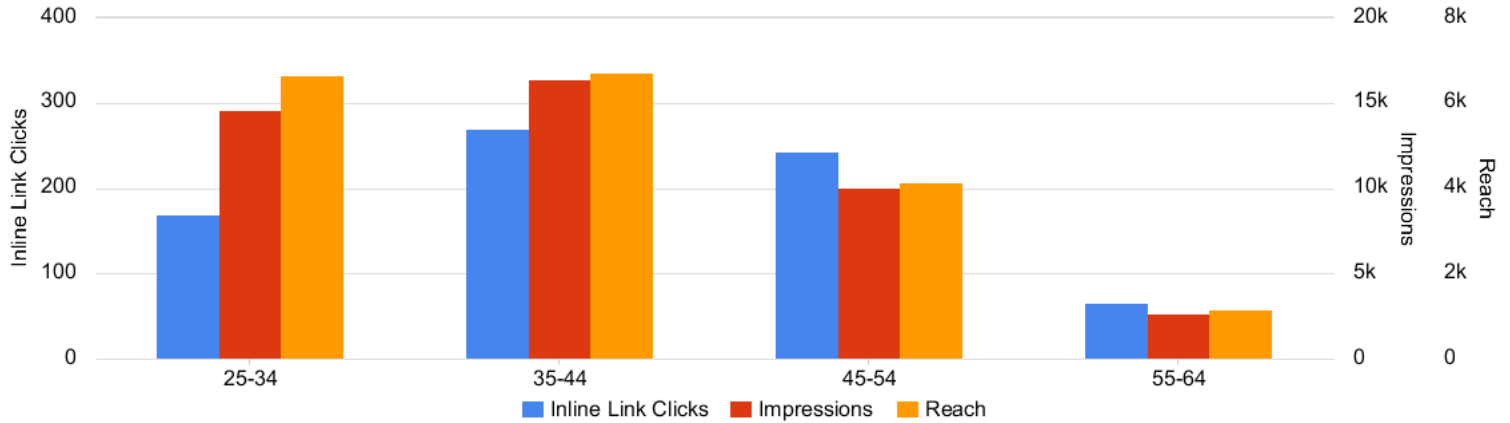
 Top Performing Ads (by Leads)
Cypress Derm

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
2021 - 06 - Video-Alysson		Coolsculpting-Conversions	\$473.62	400	20,082	11,037	1.82	4.37%	27	\$17.54
2021 - 05 - CS - UGC - Standing		Coolsculpting-Conversions	\$349.37	228	15,630	10,180	1.54	2.66%	14	\$24.96
2021 - 06 - Video-David		Coolsculpting-Conversions	\$198.27	120	7,993	4,848	1.65	2.76%	4	\$49.57
Total			\$1,021.26	748	43,705	18,661	2.34	3.46%	45	\$22.69

Demographic Performance - Age

07/01/2021 - 07/31/2021

Age Performance Chart
Cypress Derm



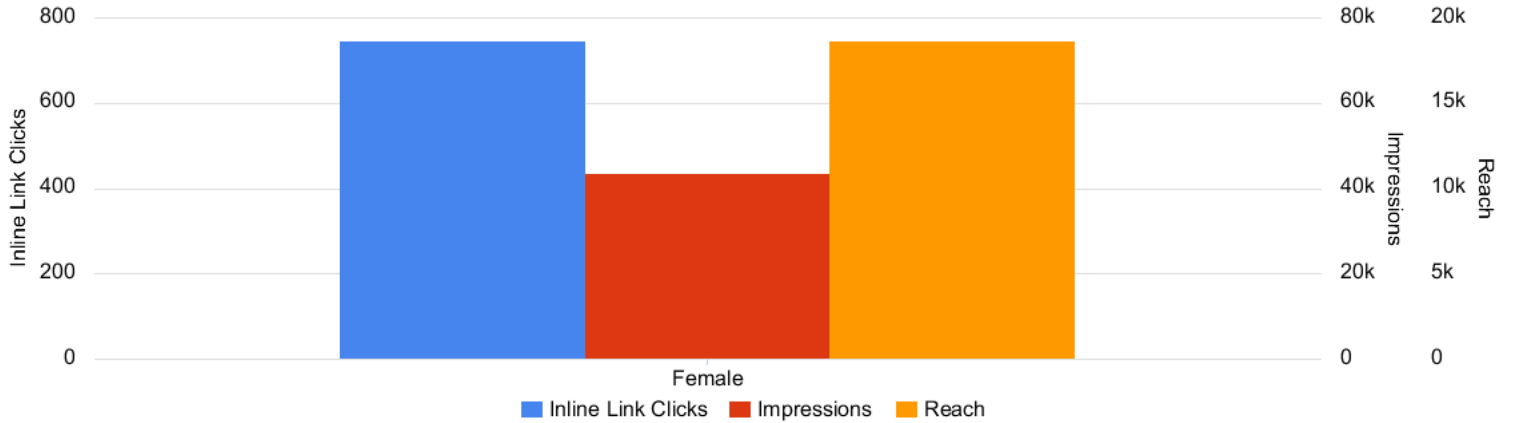
Age Performance Summary
Cypress Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Cypress Derm	\$1,021.26	43,705	18,661	748	3.46%	2.34	45
> 25-34	\$270.17	14,576	6,644	169	2.72%	2.19	0
> 35-44	\$356.10	16,422	6,716	270	3.50%	2.45	0
> 45-54	\$302.00	10,046	4,148	243	4.29%	2.42	0
> 55-64	\$93.00	2,661	1,152	66	4.21%	2.31	0
> Unknown	\$0.00	0	0	0	--	0	0

Demographic Performance - Gender

07/01/2021 - 07/31/2021

Gender Performance Chart
Cypress Derm



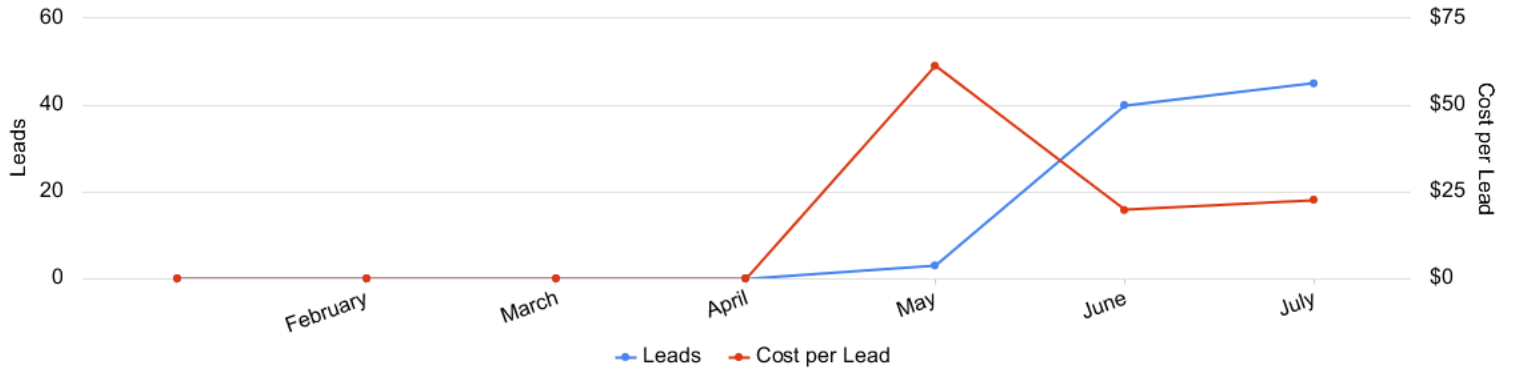
Gender Performance Summary
Cypress Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Cypress Derm	\$1,021.26	43,705	18,661	748	3.46%	2.34	45
> Female	\$1,021.26	43,705	18,661	748	3.46%	2.34	0
> Unknown	\$0.00	0	0	0	--	0	0

Year-to-Date Performance

01/01/2021 - 07/31/2021

Year-to-Date Trend Cypress Derm



Historical table (by month) Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads	Cost per Lead
Cypress Derm	\$2,004.17	2,289	98,890	45,947	2.15	4.01%	88	\$22.77
> 2021-01-01 - 2021-01-31	\$10.00	26	1,936	1,445	1.34	1.50%	0	\$0.00
> 2021-05-01 - 2021-05-31	\$184.00	435	12,481	8,964	1.39	5.07%	3	\$61.33
> 2021-06-01 - 2021-06-30	\$788.91	1,080	40,768	27,231	1.5	4.39%	40	\$19.72
> 2021-07-01 - 2021-07-31	\$1,021.26	748	43,705	18,661	2.34	3.46%	45	\$22.69